

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Schein et al.

Application No.: 09/810,324

Confirmation No.: 9059

Filed: March 16, 2001

Art Unit: 2421

For: SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH
ADVERTISERS AND BROADCASTERS

Examiner: O. S. Parra

**REQUEST FOR CONTINUED EXAMINATION (RCE) AND
AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.114**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated April 15, 2009, finally rejecting claims 1-39, please amend the above-identified U.S. patent application as follows. A Request for Continued Examination is filed concurrently herewith. A Petition for Extension of Time, extending the time for response by three (3) months to January 31, 2010 is filed concurrently herewith.

Amendments of the Claims are reflected in the listing of claims which begins on page 2 of this Reply.

Remarks begin on page 10 of this Reply.